



AT BROADWAY PREVIEW . . . A beautiful orchid tree provided an unusual backdrop as Edward W. Carter (left) president of the Broadway-Hale Stores and Mrs. Carter chat with Mrs. W. R. Bergmann, chairman of the benefit

champagne party, and Broadway Del Amo Manager William Belding. More than 3000 attended party which was held at a benefit for Harbor General Hospital. (Herald Photo)



AT HOSPITAL BENEFIT . . . Dr. L. A. West (left), medical director of Harbor General Hospital, chats with other guests during the champagne party held at the new Broadway Del Amo Sunday evening as benefit to the hospital. Others, left from Dr. West include Franklin Shelly of Palos Verdes Estates, Mrs. Marguerite McAllister, head of volunteer services at the hospital; Mrs. Shelly, and Mrs. West. (Herald Photo)

3000 At Pre-Opening Benefit at New Broadway

Champagne Party Aids Hospital

Torrance and Bay area residents got a preview of the new Broadway Del Amo Sunday evening as Women's Clubs of the area joined as hostesses for a fund-raising champagne party to benefit Harbor General Hospital in the new \$10,000,000 department store.

More than 3000 persons strolled through the three-story shopping center store for two hours, sipping champagne or punch, and admiring the store's decor which includes hand-painted murals and contemporary fixtures.

STROLLING musicians on each of the three floors added to the merriment as did the pretty models parading through the store to show the latest spring fashions.

Attending the party were President Edward W. Carter and Mrs. Carter of Broadway-Hale Stores; Miss Dorothy Marshall, general manager; and William Belding, manager of the new store, and Mrs. Belding. Others included top personnel from the hospital, Women's Clubs, and guests.

APPOINTED

Appointment of Robert Ehinger as manager of personnel for The Garrett Corp.'s AirResearch Mfg. Div., Los Angeles, was announced this week by Harry Wetzel, manager.

He replaces Cliff Lang who has been transferred to The Garrett Corp.'s industrial relations department as assistant to the director.

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Torrance Herald

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FEBRUARY 19, 1959

TORRANCE HERALD

Seventeen

Gala Affair



PARTY SCENE . . . Guests at the champagne party held at the Broadway Del Amo Sunday evening are shown on the first level of the three-story building on the Del Amo Shopping Center, Hawthorne Ave. and Sepulveda. More than 3000 attended the fund-raising event sponsored by area Women's Clubs as a benefit for Harbor General Hospital. (Herald Photo)



SNIP! IT'S OPEN . . . With President Edward W. Carter of Broadway-Hale Stores on the working end of a pair of shears, a ribbon-cutting ceremony here Monday noon officially opened the new Broadway Del Amo at the Del Amo Shopping Center, Hawthorne Blvd. and Sepulveda. Taking

part in the ceremonies are (left to right) Mayor Albert Isen; Dorothy Marshall, general manager of Broadway Stores; Carter; opera star Dorothy Kirsten, and William Belding, manager of the new Torrance store. (Herald Photo)

President Snips Ribbon; Broadway Doors Open

Everything was rosy but the edweather Monday noon as a crowd of early shoppers pressed against windows and doors while city officials and store personnel snipped a ribbon symbolizing the official opening of the new Broadway Del Amo here.

Top store officials headed by President Edward W. Carter of Broadway-Hale Stores, Inc., and Miss Dorothy Marshall, general manager of the firm, joined with Mayor Albert Isen, Broadway Del Amo Manager William Belding, and Miss Dorothy Kirsten, world-

famous singer and resident of the peninsula, in performing the brief opening ceremonies. Seconds after the snipped ends of the ribbon fell, the doors were opened and a new shopping era was ushered into Torrance.

THE NEW Broadway Del Amo, located on a huge shopping center site at Hawthorne Ave. and Sepulveda Blvd., is the first of an estimated 60 stores to be opened at the new center. Under construction currently is a huge Sears-Roebuck & Co. store, and final plans are being drawn for many of the others.

The new Broadway Del Amo—ninth of the company's stores in the Southland—represents an investment of \$10,000,000 in building, fixtures, and inventory, store officials reported Monday.

PARKING AREAS to accommodate 7000 cars surround the new store, and Broadway officials say it is probably the only parking lot in the world with seven producing oil wells.

The store will be open from 9:30 a.m. until 9:30 p.m. on Mondays, Thursdays, and Fridays, and from 9:30 a.m. until 5:30 p.m. on Tuesdays, Wednesdays, and Saturdays.

The building features nat-

FIELD DEPUTY NAMED

The appointment of Steve Kalagian, Evening Outlook political editor, as his field deputy was announced today by Supervisor Burton W. Chace. Kalagian, who will assume his new duties on March 1, succeeds Francis M. McLaughlin



PREPARE PUPPET PRESENTATION . . . Two members of a puppetry class sponsored by the Torrance Recreation Dept. examine various types of puppets as they prepare to make their own for a program planned at the end of the six weeks series. Left to right are Jamie Woodburn, 8; Mrs. Erika Muhl, instructor, and Suzy Horlander, 9.



GREETING GUESTS . . . Mrs. Don B. Wolf (right) and Mrs. J. G. Louvier greet guests during the gala preview party held at the new Broadway Del Amo here Sunday evening. Mrs. Wilf, president of the Torrance Women's

Club, and Mrs. Louvier, president of the Junior Women's Club, were among Torrance store as a benefit for Harbor General Hospital. More than 300 attended the event. (Herald Photo)